



# Flight Plan Financial

Express yourself four times a week and save big!

**More than 496,000 adults read The News Tribune in print or online each week.**

**thenewstribune.com reaches more than 192,700 adults each month.**

Each week, The News Tribune (print and online) reaches:

- 55% of Pierce County adults with a household income over \$75,000
  - 57% of Pierce County homeowners
  - 66% of Pierce County college graduates
  - 57% of Pierce County management/professionals

Increase your reach by using frequency. Among Pierce County adults you reach the following:

- 27% daily
- 35% Sunday
- 52% over seven days (print and online)

Reach a market that spends more than \$15.1 billion in annual consumer expenditures.

59% of U.S. adults used a newspaper in the past 7 days for shopping planning and purchasing decisions.

### Circulation

Daily: 82,863  
Sunday: 100,562

Effective December 27, 2010

Scarborough Research 2010 Release 2; Claritas 2009; September 2010 ABC Publisher Statement; Includes copies per JDA Agreement; MORI Research "How America Uses Advertising 2009"

## 2011 Rates

Agreement Level	Per column inch per day <sup>a</sup>
Open .....	\$66.40
\$1,800 <sup>c</sup> .....	\$57.33
\$3,600 <sup>c</sup> .....	\$52.60
\$9,000 .....	\$51.04
\$18,000 .....	\$49.55
\$25,000 .....	\$49.08
\$47,000 .....	\$48.65
\$83,000 .....	\$48.39
\$100,000 .....	\$47.26
\$150,000 .....	\$46.88
\$250,000 .....	\$46.31

**Add The Guardian or The Herald to your Flight Plan**  
..... **\$10.80 pci per product**

**Add The Gateway to your Flight Plan**  
..... **\$14.30 pci**

## 2011 Color Rates

Ads benefit from the impact of color. Newspaper color ads attract 40% more attention than black and white ads. They also generate excitement, enhance the appeal of advertising, and increase an ad's selling power. For ads that are not full-color, please choose an ink from The News Tribune's Color Selection Guide (request a copy from your sales representative).

	Monday - Friday	Saturday - Sunday
1 color .....	\$13.05 PCI	\$15.75 pci
2 or more colors .....	\$17.15 PCI	\$20.80 pci

**Color discounts are available with revenue agreement.**

Agreement Level	Color Rate Discount
83,000 .....	5%
100,000 .....	10%
150,000 .....	15%
250,000 .....	20%
370,000+ .....	25%

All ads run 4 days per week, with one day being Sunday. Choose two from Monday, Tuesday, Wednesday, and one from Thursday, Friday, Saturday. No copy changes per week. Discounts do not apply to color. Must run within 7 days before or after Sunday ad.

**Includes online**  
**www.thenewstribune.com**

Brokered advertising is not accepted.

**a** For GO/Entertainment buy on Friday add \$4.02 per column inch for Northwest Guardian Weekender.

**c** No rebates at these levels.

Cancellation policy – If an ad is cancelled after deadline, a 50% cancellation fee will be incurred.

**THE NEWS TRIBUNE**  
[ **thenewstribune.com** ]